

CTMC to fund Verner Knott. Knott has already discovered that the equipment he had proposed is inadequate and has raised his quotation to \$140,000 with an option for a further \$30,000. Bob Wade would like some involvement by GR&DC.

I have discussed this matter with Martin Oldman, Ray Thornton and Alan Heard. There is a feeling that a well-executed project of this type would be a useful contribution to knowledge. However, there are risks:

1. Misrepresentation by anti-smoking lobbies during and after the project, possibly leading to political pressures to stop the project before it is finished.
2. Ethical problems of disclosure of intent. The data could be predictive of situations other than predisposition towards smoking.
3. Poor design and execution of the project leading to conclusions that are both technically unsound and damaging to the interests of the tobacco industry.

Involvement of GR&DC will involve considerations of change to several aspects of Verner Knott's project:

- a) Addition of a psychological and neurophysiological examination at the end of the five-year project and possibly at year three as well;
- b) Use of more than four EEG channels;

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- c) Direct digital recording of data to minimise distortion and loss of information;
- d) External resources to process the data both as a safety net and as a support.

Providing improvements can be made, I would encourage Imperial Tobacco to support the proposals. Specifically, Bob Wade would like Ray Thornton to discuss the EEG aspects with Verner Knott in July and me to discuss equipment, experiment design and data analysis with him when I visit Montreal and Louisville to talk about future products.

Keith Keller

- c.c. Mr. A.L. Heard
- Dr. D.G. Felton
- Dr. M. Oldman
- Dr. R.E. Thornton

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